

As a public broadcaster managing a station in the 138th DMA, it is painfully evident that the new proposed rules requiring broadcasters to record and retain all programming 24/7 will be an extreme hardship on the industry. Coupled with the monetary buildout of digital facilities, the technological birth of multicasting and the stagnant growth of the industry, this requirement will only prove disastrous. To implement this strategy, broadcasters will experience hardships in both their human and technological resources.

I think it is safe to say, "we get it". Since the events of the Superbowl and other awards shows, we know where the boundaries exist. It seems far more prudent to levy burdens on the offenders than to tie the hands of a whole industry based upon the actions of a few.

Public television stations rarely are involved in these types of debacles. And research shows that few in commercial enterprises are involved in blatantly ignoring the indecency rules, as well. Requiring broadcasters to record and retain all programming 24-hours/7-days a week is not a cure but the development of a larger wound.

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